

Merkheft



product information

Good books and films, best music - since 1974!

In late March 1974, the Merkheft was founded by Zweitausendeins founder Lutz Reinecke (after his marriage Lutz Kroth) and supported by Bertel Schmitt, the legendary advertising copywriter. Merkheft quickly developed into a cult catalogue that soon offered CDs and films in addition to incredibly cheap leftover books. As it did in 1974, Merkheft still looks to publishers in Germany, America, France and England for cheap remaining editions and also produces numerous titles itself, which are only available from Merkheft. Since then, the mail-order culture house has undergone many changes, but it still presents a similarly wild and at the same time highly cultivated mix of topics in Merkheft month after month - and is enlightening, ecological, sophisticated, entertaining, funny, cheeky! And always as inexpensive as possible: as a catalogue or at any time on www.merkheft.de.

selections and prices

25.487	clients last 0-12 months	€ 185,00	o/oo
10.489	clients last 13-24 months	€ 140,00	o/oo
263.074	clients older than 24 months	€ 75,00	o/oo

selection improvements

71.168	clients book lovers/readers	€ 180,00	o/oo
114.282	clients onlineaffine	€ 180,00	o/oo
9.316	clients bargain hunters	€ 180,00	o/oo
62.294	clients fashionaffine	€ 180,00	o/oo
141.797	clients with higher/very high purchasing power	€ 180,00	o/oo
121.904	clients mail order buyers	€ 180,00	o/oo
40.957	clients finances	€ 180,00	o/oo
21.579	clients sweepstakeaffine	€ 180,00	o/oo
25.848	clients donation affine/high social interest	€ 180,00	o/oo
77.361	clients living & garden	€ 180,00	o/oo
98.388	clients wellness/fitness/healthy eating	€ 180,00	o/oo
126.008	clients educated affinity	€ 180,00	o/oo

Merkheft

website: www.merkheft.de

last update: March 2023

target group characteristics

sexcode

women: 40% men: 60%

target groups

- + age: 50 years +
- + best ager
- + women
- + leisure time
- + gifts + promotion articles
- + Kino | Filme
- + literature
- + men
- + seniors

acquisition

- + ads
- + inserts
- + mailings
- + webshop

quality

- + proof of origin
- + date of purchase
- + Robinson cleaned

conditions and additional costs

basic selection/provision costs

€ 11,00 per tsd. min. € 200,00
€ 40,00 flat

minimum order quantity

5.000 addresses

minimum invoice amount

50 % of delivery quantity

additional costs:

express delivery costs

€ 75,00 flat

flagging

€ 130,00 flat

GDPR compliant delivery of curr. suppressions

€ 75,00 flat

age selection according to first name

€ 130,00 flat

score-selection

€ 25,00 per tsd.